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Examining the effect of different platforms of digital promotion on customer satisfaction in transient houses in Vigan City

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A B S T R A C T

This research examined the impact of promotional strategies on customer satisfaction in transient houses in Vigan City. It focused on how online presence and digital marketing contribute to attracting guests and enhancing their overall experience. Using a quantitative approach, the study gathered data from transient house guests who evaluated their experiences with digital marketing channels, booking convenience, and satisfaction levels. The findings revealed that Facebook and Instagram were the primary social media platforms through which customers discovered and engaged with the business. Statistical analysis highlighted significant relationships between digital promotional strategies and customer satisfaction ratings. The most effective strategies included ads that addressed customer needs, clear online information, simplified booking processes, and social media promotions. Tools such as social media ads, customer reviews, and promo codes were used to communicate with guests. The best results were achieved when digital promotions were combined with high-quality service delivery. The study suggests that transient houses should update their digital marketing strategies by enhancing their social media presence and incorporating AI-driven customer service to offer personalized solutions. By integrating advanced digital marketing techniques with excellent service, transient houses can boost customer satisfaction, build brand loyalty, and stay competitive in the hospitality industry.

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Introduction

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Vigan City, a popular tourist destination and UNESCO World Heritage Site in the Philippines, relies heavily on transient houses to support the local tourism industry by providing accommodations for travelers. Despite the growing importance of digital marketing for business growth, transient houses in Vigan City face challenges in effectively marketing their services and expanding their reach. According to Rodiris (2021), social media and digital marketing strategies enhance visibility and customer engagement, both of which are crucial for tourism development. Therefore, transient house operators in Vigan City must incorporate digital marketing techniques to attract more guests and promote the city's tourism growth.

In recent years, the transient house sector, a subsector of the hospitality industry, has undergone significant changes due to digitalization. As technology evolves, consumer behavior has shifted, making marketing strategies more critical than ever. Ogoina et al. (2024) highlighted that transient houses face both opportunities and challenges in using new digital marketing strategies to improve guest satisfaction in the digital era.

Today, consumers primarily rely on digital channels for information about products and services, booking, and sharing experiences. To remain competitive, transient houses must adopt effective digital marketing strategies to engage their target audience and stand out in the marketplace. Yemelianenkova and Bielov (2022) emphasize the importance of combining social media with Search Engine Optimization (SEO), along with unique and user-generated content, to influence consumer purchase decisions. Digital marketing has become a key trend, and transient house operators must update their approaches to meet the expectations of the new generation of consumers.

However, many transient houses in Vigan City have been slow to embrace digital marketing innovations. Traditional marketing strategies still dominate, which may not resonate with younger consumers. The lack of e-resources, expertise, and technology prevents these businesses from fully utilizing digital tools, resulting in a technological gap that impacts customer satisfaction. Without these tools, organizations struggle to foster customer loyalty. Krasyuk et al. (2020) pointed out that promotional tools like social media marketing and the usability of online platforms can enhance brand image and service quality, leading to increased bookings and customer satisfaction. Facebook and Instagram, for example, are effective platforms for promoting business features, guest relations, and service quality (Pascucci et al., 2023).

Despite these opportunities, several challenges remain in adopting digital marketing innovations, including low digital literacy among staff, limited awareness of available tools, and concerns over security threats (Rathore, 2019). While some organizations have attempted to integrate advanced digital strategies into their marketing efforts, they have not fully capitalized on these opportunities, leading to limited success (Conti et al., 2023). To understand the full impact of digital evolution on marketing strategies and customer satisfaction, it is essential to examine how

digital technologies can enhance online marketing strategies that meet the needs of modern travelers, fostering long-term growth and customer loyalty (Ogoina et al., 2024).

This study aimed to evaluate the effectiveness of promotional strategies, particularly digital marketing approaches, and their impact on customer satisfaction. It sought to investigate the relationship between digital promotional methods and customer satisfaction in transient houses. Although previous studies have examined digital transformation in the hospitality industry, this research extends existing knowledge. The findings will be valuable for transient house owners in refining their marketing strategies and utilizing digital tools to improve customer satisfaction.

Review of related literature

This research aims to enhance understanding of the promotional strategies used by transient houses, focusing on their digital marketing efforts, online visibility, and customer satisfaction levels. The study reviews existing literature to identify gaps in knowledge regarding transient house promotional strategies and the challenges they face in improving customer engagement. The review highlights the importance of adopting digital marketing approaches, emphasizing that such strategies are crucial for transient houses to stay competitive in the evolving market.

Online presence

Today's businesses must establish their online presence, especially within the hospitality sector, because consumers search for accommodations through online platforms. According to Kreiterling (2023) and Schwertner (2021), the digital transformation of business methods has revolutionized traditional customer service interactions. Online presence is critical for transient houses because it helps guests recognize them and develop trust during booking. A transient house needs adequate online visibility because competitors with superior online visibility can easily disregard such establishments.

Kumar, Gupta, and Chauhan (2023) emphasize that digital presence remains essential. Through this platform, transient houses can connect with their guests by providing necessary details and allowing customers to make direct reservations.

Cosa (2023) also points out that digital communication channels are important in managing customer relationships before, during, and after the stay. Enhancing customer satisfaction, increasing guest loyalty, and encouraging positive word of mouth is important.

Digital marketing efforts

Modern business strategies now heavily rely on digital marketing, driven by technological advancements and shifting customer behaviors. Kreiterling (2023) and Schwertner (2021) emphasize that businesses must adopt digital innovations to remain competitive, with Schwertner advocating for new marketing approaches. Kumar, Gupta, and Chauhan (2023) discuss how

leadership influences an organization's ability to adapt, while Cosa (2023) highlights the crucial role of effective communication in successful digital transformation. Becker and Schmid argue that small businesses often lack the resources of larger corporations, yet large companies face their own challenges due to bureaucratic inefficiencies.

Jaas (2022) and Pascual (2023) advocate for the adoption of e-marketing and innovation at the regional level, while Teng, Wu, and Yang (2022) and Pothineni (2024) stress the importance of data-driven marketing strategies. Nuseir et al. (2023) focus on personalized marketing through market segmentation, while Belias et al. (2023) investigate digital marketing strategies for luxury hotels post-COVID-19. Ramirez and Limos-Galay (2023) explain how businesses should adapt their marketing strategies to align with evolving consumer preferences, and Nuseir (2016) and Jarcia et al. (2023) examine the impact of digital transformation on marketing strategies and consumer interactions.

Further studies by Ogoina et al. (2024) and Melović et al. (2020) explore how social media influences customer relationship management, while Ghandour (2021) looks at the role of AI applications in marketing. Shcherban (2022) centers his analysis on optimizing e-commerce, particularly through mobile optimization and improved page loading times.

Customer satisfaction

Customer satisfaction is a critical objective for organizations in the tourism industry, and digital marketing is an important tool for achieving this objective. Kreiterling (2023) and Schwertner (2021) describe how digital innovations challenge traditional business models and create better customer relationships. Kumar, Gupta, and Chauhan (2023) identify employee adaptability as a key factor, and Cosa (2023) recommends successful communication strategies for digital transformation. Becker and Schmid (2020) present how small and large businesses' marketing strategies must match customer expectations. Nuseir et al. (2023) explain how market segmentation combined with personalization and customization methods increase customer satisfaction, while Ogoina et al. (2024) demonstrate how social media affects customer engagement in hospitality businesses.

Research by Teng, Wu, and Yang (2022) shows that digital transformation leads to better service delivery and higher satisfaction in SMEs. Ramirez and Limos-Galay (2023) demonstrate that promotional strategies sustain customer satisfaction. Matoušková (2022) advocates for concrete research on digitalization effects on satisfaction levels, and Pothineni (2024) establishes that data strategies lead to better customer satisfaction. Belias et al. (2023) analyze the impact of digital marketing on luxury hotel guest satisfaction after COVID-19. Shcherban (2022) emphasizes mobile optimization and performance monitoring in e-commerce operations. Ghandour (2021) and Said (2023) analyze AI applications in customer personalization and their moral consequences.

Transient house

The research by Chico et al. (2023) highlighted that while transient houses excel in location and affordability, they struggle with promotion. Employee satisfaction was highest due to factors such as location accessibility, price, cleanliness, safety, and interior design. The study underscores how effective marketing strategies, especially through social media and online advertising, can enhance customer satisfaction.

Additionally, the study explores how transient houses can evolve into city landmarks by applying Kevin Lynch's urban theory and Lucio Grinover's urban hospitality concept. It recommends adopting digital marketing approaches to increase visibility and align with the urban hospitality standards outlined by Tricarico et al. (2017).

The research by Apaza-Panca et al. (2024) found that online reservation systems and direct sales channels improve operational efficiency and customer satisfaction, though challenges remain in service expansion and reservation modifications. The study reveals a gap in small businesses' ability to implement digital tools effectively due to limited resources and technological constraints. This research seeks to explore how transient houses in emerging tourist destinations can adopt digital marketing strategies to enhance customer satisfaction and compete in the market.

The hospitality industry, particularly small and medium-sized enterprises (SMEs), faces difficulties in establishing a strong online presence due to limited resources, while larger corporations struggle with bureaucratic inefficiencies. AI and data analytics are essential for enhancing employee satisfaction and business growth. Mobile optimization and social media platforms are key to building brand identity and reaching both local and global customers. Digital transformation enables businesses to deliver personalized, efficient experiences that meet consumer expectations.

Post-pandemic market trends emphasize convenience, driving businesses to adopt new technologies, with online reservation systems improving service efficiency. In Vigan City's hospitality sector, digital tools have revolutionized promotional strategies, enhancing customer engagement and loyalty, and boosting marketing success in an increasingly competitive market.

Conceptual framework

(Source: Davis, 1989, Katz et al., 1973, Oliver, 1980).

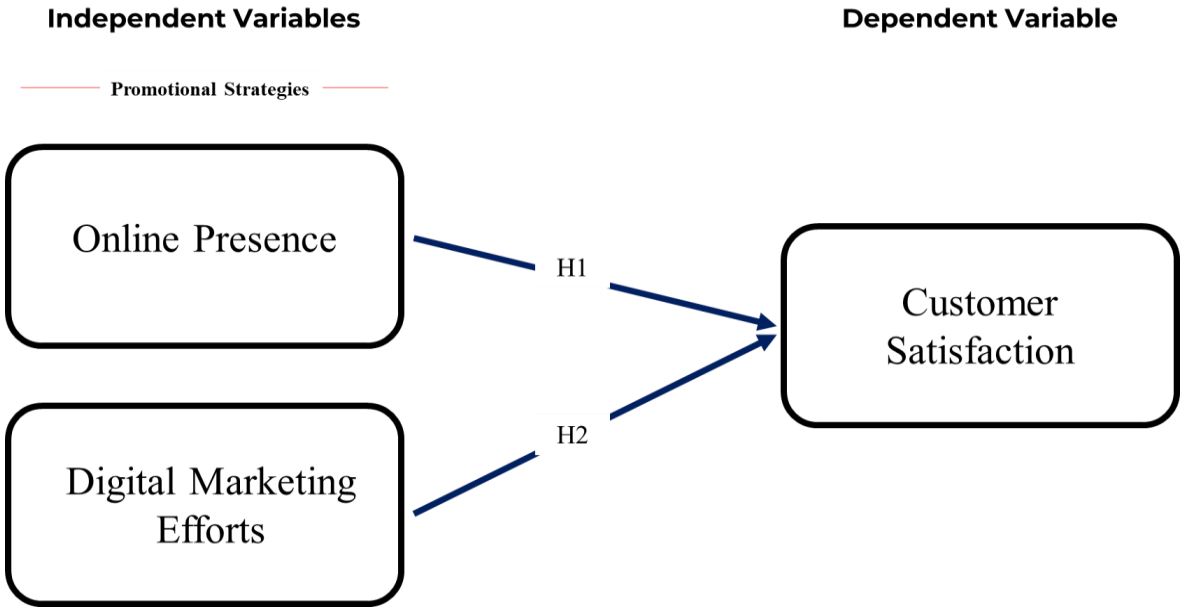

Figure 1. The research paradigm explored the relationship between promotional strategies and customer satisfaction in Vigan City's transient houses. Online presence and digital marketing were the independent variables aimed at boosting market visibility and customer engagement, leading to customer satisfaction as the dependent variable. The framework proposed that these strategies significantly impact customer satisfaction, highlighting the importance of effective promotional efforts in enhancing guest experience.

Statement of the problems

This study examined the effectiveness of digitalization on promotional strategies toward customer satisfaction among transient houses in Vigan City. Specifically, the research addressed the following questions:

1. What is the level of effectiveness of digitalization on promotional strategies among transient houses in Vigan City in terms of:
    a. Online presence, and;
    b. Digital marketing efforts?

2. What is the level of customer satisfaction among transient houses in Vigan City?
3. Is there a significant relationship between the effectiveness of online presence and customer satisfaction among transient houses in Vigan City?

4. Is there a significant relationship between the effectiveness of digital marketing efforts and customer satisfaction among transient houses in Vigan City?

Hypothesis

The study hypothesizes that there is no significant relationship between the effectiveness of online presence and customer satisfaction, as well as digital marketing efforts and customer satisfaction among transient houses in Vigan City.

Scope and limitations of the study

The research examined the relationship between promotional strategies, such as online presence and digital marketing, and their impact on customer satisfaction. The study focused on customers staying in transient houses in Vigan City, limiting the research to this specific location. A descriptive and correlational study framework was used to assess how online presence and digital marketing efforts influenced customer satisfaction.

Research methodology

Research design

The research employed a descriptive-correlational method to explore the relationship between promotional strategies, particularly online presence and digital marketing efforts, and customer satisfaction in transient houses. This approach enabled the assessment of existing relationships among variables without determining cause-and-effect. The study aimed to identify effective digital strategies that transient houses can adopt to meet customer needs by systematically collecting and analyzing data.

Locale of the study

The research was conducted in Vigan City, a key tourist destination in Ilocos Sur known for its historical significance and growing tourism industry. The city offered an ideal setting to examine the effects of online presence and digital marketing on customer satisfaction, as it hosts numerous online-based transient houses.

Research respondents

The study involved 135 guests from 27 transient houses in Vigan City, using a combination of purposive and convenience sampling. Participants were selected based on their willingness to participate and their stay at the facilities. A structured questionnaire was used to assess booking convenience, customer service quality, cleanliness, available amenities, and overall guest satisfaction. Participants also identified the sources through which they discovered the transient house and evaluated its website and digital marketing efforts. The research design was based on multiple customer experiences to analyze the impact of online presence and digital marketing on guest satisfaction.

Data gathering instruments

A structured survey instrument was used to collect data from participants to examine how online presence and digital marketing impact customer satisfaction among transient house guests in Vigan City. The instrument consisted of three sections: online visibility, digital marketing effectiveness, and overall satisfaction related to booking experience, service quality, and amenities. Responses were measured using a Likert scale. The questionnaire achieved a content validity index of 4.6 (Very High), ensuring strong validity, and a Cronbach's Alpha of 0.81, confirming good reliability. Participants were purposively selected from the logbook records of transient houses and invited to complete the questionnaire either electronically or face-to-face. All participants provided informed consent, with confidentiality ensured. Data analysis employed appropriate statistical methods to identify key patterns between the variables.

Statistical treatment of data

The study used two statistical methods: (1) Weighted Mean to determine the level of promotional strategy use and customer satisfaction, and (2) Pearson Product-Moment Correlation to establish the relationship between online presence, digital marketing efforts, and customer satisfaction.

The following ranges of values with their descriptive rating interpretation were used:

Norms	Weighted Mean	Mean/ Descriptive Rating (DR)	Overall DR
5	4.21-5.00	Strongly Agree (SA)	Very High
4	3.41-4.20	Agree (A)	High
3	2.61-3.40	Undecided (U)	Neutral
2	1.81-2.60	Disagree (D)	Low
1	1.00-1.80	Strongly Disagree (SD)	Very Low

Ethical consideration

The research adhered to ethical considerations to protect participants' rights and ensure the study's credibility. Participants were fully informed about the research objectives, procedures, and their rights, and they were free to withdraw at any time. Consent forms were signed before participation.

Data protection was ensured through two methods: personal identifiers were removed, and responses were coded to maintain anonymity. Digital data was secured with password protection, while physical data was stored in locked facilities. All research data was stored in compliance with institutional guidelines before being destroyed according to safety protocols.

Participants were made aware that their voluntary participation offered no direct benefits or risks. The study aimed to enhance understanding of how digital solutions impact service quality and

promotional strategies in the hospitality industry. Efforts were made to minimize participant distress, and an open-question policy was maintained throughout the research.

Data presentation and analysis

The data are presented according to the problems of the study.

Problem 1: What is the level of effectiveness of digitalization on promotional strategies among transient houses in Vigan City in terms of:

- ***a. Online presence***
- ***b. Digital marketing efforts***

Table 1. Level of promotional strategies in terms of online presence

Indicators	Mean	DR
1. I discovered the transient house through their official website	3.90	A
2. I found the transient house through social media platforms (e.g., Facebook, Instagram).	4.13	A
3. The online information (photos, descriptions) about the transient house was accurate.	4.06	A
4. The booking process on the website or social media was easy and user-friendly.	4.06	A
5. I received timely responses to inquiries I made online (via email, social media, or website).	4.08	A
Composite Mean	**4.05**	**H**

(Source: The Jamovi Project, 2025)

Table 1 presents the level of promotional strategies regarding online presence in Vigan City. As indicated in Table 1, the composite mean of 4.05 falls within the range of 3.41-4.20, indicating a high degree of online presence as a promotional strategy in transient houses in Vigan City. All indicators fell on the "agree" rating, with slight difference of each item, ranging from 3.90(lowest) to 4.13(highest). It was further revealed that social media platforms were identified as the most effective tool for customer discovery ($\overline{x}$ = 4.13), emphasizing Facebook and Instagram's role. Timely responses to inquiries ($\overline{x}$ = 4.08), accurate online information ($\overline{x}$ = 4.06), and a user-friendly booking process ($\overline{x}$ = 4.06) further enhanced promotional effectiveness. While official websites received a slightly lower rating ($\overline{x}$ = 3.90), they still contributed positively to online visibility.

Table 2. Level of promotional strategies in terms of digital marketing efforts

Indicators	Mean	DR
1. I noticed promotional offers (e.g., discounts, deals) on social media or the website.	3.98	A

2. I was more likely to choose this transient house because of its active presence on social media.	4.05	A
3. I found the online reviews and ratings helpful in deciding to book this transient house.	4.15	A
4. I see online ads (e.g., Google Ads, Facebook Ads) for this transient house before booking.	3.8	A
5. The transient house's online marketing (e.g., ads, social media) influenced my perception of its quality.	3.98	A
Composite Mean	**3.99**	**H**

(Source: The Jamovi Project, 2025)

Table 2 presents the degree of promotional strategies regarding digital marketing efforts of transient houses in Vigan City. As indicated in Table 2, the composite mean of 3.99 falls within the range of 3.41-4.20, indicating a high level of digital marketing efforts . When taken individually, each indicator received an "agree" rating ranging from 3.80(lowest) to 4.15 (highest). The highest-rated indicator, "online reviews and ratings helped in booking decisions" ($\bar{x}$ = 4.15), emphasized the significance of customer feedback. Social media presence ($\bar{x}$ = 4.05) was key in customer choice. Promotional offers ($\bar{x}$ = 3.98) and advertising and social media campaigns shaping perceptions of transient house quality ($\bar{x}$ = 3.98) were also significant. Meanwhile, online ads ($\bar{x}$ = 3.8) contributed to increased visibility.

Problem 2: What is the level of customer satisfaction among transient houses in Vigan City?

Table 3. Level of customer satisfaction

Indicators	Mean	DR
1. The transient house meets my expectations in terms of cleanliness and comfort.	4.14	A
2. The staff provides excellent customer service during my stay.	4.19	A
3. The amenities (e.g., Wi-Fi, bathroom facilities, air-conditioning) are of high quality.	4.07	A
4. The price of my stay is reasonable compared to the quality of the experience.	4.14	A
5. My overall experience at the transient house is satisfactory.	4.16	A
Composite Mean	4.14	H

(Source: The Jamovi Project, 2025)

Table 3 presents the degree of customer satisfaction among guests staying at transient houses in Vigan City.

As indicated in Table 3, the composite mean of 4.14, as shown in Table 3, falls within the range of 3.41-4.20, indicating high customer satisfaction. Again, all indicators received an "agree' rating, with slight difference of each mean rating from 4.07(lowest) to 4.19 (highest). The highest-rated indicator was "The staff provided excellent customer service during my stay" ($\overline{x}$ = 4.19), emphasizing the importance of quality service in enhancing guest experiences. "My overall experience at the transient house was satisfactory" ($\overline{x}$ = 4.16) followed closely, reinforcing guest satisfaction. "The transient house met my expectations in terms of cleanliness and comfort" ($\overline{x}$ = 4.14) and "Guests found the pricing reasonable with their experience" ($\overline{x}$ = 4.14) were equally rated, highlighting value for money. Lastly, amenities such as Wi-Fi and air-conditioning were rated high quality ($\overline{x}$ = 4.07), showcasing their role in guest comfort.

Problem 3: Is there a significant relationship between the effectiveness of online presence and customer satisfaction among transient houses in Vigan City?

Table 4. Relationship between online presence and customer satisfaction

Customer Satisfaction	Pearson's	Interpretation	p-value/ Significance	Decision (Ha)	Interpretation
Online Presence	0.690	A strong positive linear relationship	<.001	Supported	Significant

(Source: The Jamovi Project, 2025)

Table 4 presents the Pearson Product-Moment Correlation results for promotional strategies and customer satisfaction. The findings show a significant positive relationship between online presence and customer satisfaction ($r = 0.690$, $p < .001$). This indicates a strong positive correlation, meaning that as the effectiveness of a transient house's online presence (e.g., informative websites, active social media, and timely responses) improves, customer satisfaction also increases. The p-value of < .001 confirms that the result is statistically significant, with a very low likelihood of the relationship occurring by chance. Therefore, the alternative hypothesis (H_a), suggesting a relationship between online presence and customer satisfaction, is supported. This demonstrates that a strong and active online presence in transient houses in Vigan City significantly enhances customer satisfaction.

Problem 4: Is there a significant relationship between the effectiveness of digital marketing efforts and customer satisfaction among transient houses in Vigan City?

Table 5. Relationship between digital marketing efforts and customer satisfaction

Customer Satisfaction	Pearson's	Interpretation	p-value/ Significance	Decision (Ha)	Interpretation

Digital Marketing Efforts	0.677	A strong positive linear relationship	<.001	Supported	significant

(Source: The Jamovi Project, 2025)

Table 5 presents the Pearson Product-Moment Correlation results for digital marketing efforts and customer satisfaction. The findings indicate a significant positive relationship between digital marketing efforts and customer satisfaction ($r = 0.677$, $p < .001$). The correlation coefficient of 0.677 reflects a strong association, meaning that more effective digital marketing efforts—such as social media advertising, promo codes, online reviews, and targeted ads—are linked to higher customer satisfaction. The p-value of < .001 confirms the statistical significance of this relationship. Therefore, the alternative hypothesis (H_a) is supported. In conclusion, investing in well-planned, customer-focused digital marketing campaigns enhances guest satisfaction in transient houses.

Discussion

Research shows that digital promotional strategies significantly boost customer satisfaction in Vigan City's transient houses. An active online presence, including social media engagement, user-friendly websites, accurate content, and fast responses, proved effective, aligning with findings from Becker and Schmid (2020) and Kreiterling (2023) on digital tools in hospitality.

The study also highlighted how online reviews, promotions, and digital marketing shape customer perceptions and decisions, supporting the work of Pothineni (2024) and Jaas (2022). Guests primarily select transient houses based on cleanliness, comfort, service quality, and amenities, as noted by Cosa (2023) and Teng et al. (2022).

Transient houses that integrate online booking systems, social media, and easy access to information see higher engagement, consistent with Schwertner's (2021) observation that multichannel marketing enhances interaction. Combining effective digital marketing with excellent service delivery leads to loyal, satisfied customers. The synergy of reliable service with online ads, social media, and content-rich websites fosters positive experiences and brand loyalty, as supported by Ogoina et al. (2024) and Schwertner (2021).

Conclusion

The research aimed to explore how digital promotional strategies—particularly online presence and digital marketing efforts—affect customer satisfaction in transient houses in Vigan City. It looked at how these strategies influenced guest experiences, satisfaction, and their decision-making process during their stays.

The findings demonstrate how digitalization has reshaped the way transient houses promote their services and connect with potential guests. Social media, user-friendly websites, and quick online support have notably enhanced guest satisfaction and experiences. Moreover, online reviews, digital promotions, and targeted ads played a significant role in shaping customers' choices and perceptions of service quality.

While digital strategies are essential for attracting guests and providing information, core elements like cleanliness, comfort, friendly staff, and well-maintained facilities remain critical to customer satisfaction. The research shows that combining effective digital marketing with consistent high-quality service helps build trust and loyalty among customers.

This study deepens our understanding of how technology and service quality work together to influence customer satisfaction in hospitality. The integration of digital tools not only boosts customer engagement but also creates positive brand perceptions. The findings align with existing models of service quality and consumer behavior, highlighting the importance of both physical service and digital communication in shaping guest satisfaction.

Based on these results, transient house operators should continue to invest in digital technology while enhancing service quality. Adopting digital tools like social media engagement, online booking systems, and responsive communication—along with staff training and facility upgrades—will help meet the expectations of modern travelers. These insights can also guide local policymakers and tourism stakeholders in bridging digital literacy gaps and connecting small lodging businesses with evolving consumer needs.

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